

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC.
ADIBINN117-C1 REQM#21538 "DENICOTINED TOBACCO" 1A BRANDING PG 4/C BLD (8-3/4 X 11-1/2) TEST MAGS.
Printed in U.S.A.
ARIZONA, 1990



ONLY AVAILABLE IN ARIZONA

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

8 mg "tar," 0.7 mg nicotine av.
per cigarette by FTC method.

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BENSON & HEDGES DE-NIC[®]

DE-NICOTINED TOBACCO THE SMOOTH TASTE OF A LIGHT

INTRODUCING A BLEND OF INNOVATION
AND TRADITION: BENSON & HEDGES DE-NIC[®]

THE BREAKTHROUGH OF DE-NICOTINED
TOBACCO MEANS IT'S LESS THAN 0.1 MG
OF NICOTINE.

AND THE QUALITY OF BENSON & HEDGES
MEANS YOU ENJOY A SMOKEABLE CIGARETTE,
WITH THE SMOOTH TASTE OF A LIGHT

REGULAR AND MENTHOL, KINGS AND 100's.

BENSON & HEDGES DE-NIC[®]

Smooth
NICOTINE EXTRACTED FROM FINE TOBACCO,
CREATING A CIGARETTE WITH A SMOOTH, LIGHT PASTRY
AND LESS THAN 0.1 MG NICOTINE.

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